We claim:

1. A chimeric prostate-homing pro-apoptotic peptide, comprising a prostate-homing peptide linked to an antimicrobial peptide,

said chimeric peptide selectively internalized by prostate tissue and exhibiting high toxicity thereto, and

said antimicrobial peptide having low mammalian cell toxicity when not linked to said prostate-homing peptide.

2. The chimeric peptide of claim 1, wherein said prostate-homing peptide comprises the sequence SMSIARL (SEQ ID NO: 207), or a functionally equivalent sequence.

3. The chimeric peptide of claim 1, wherein said antimicrobial peptide has an amphipathic α-helical structure.

4. The chimeric peptide of claim 1, wherein said antimicrobial peptide comprises a sequence selected from the group consisting of:

$(KLAKLAK)_2$ (SEQ ID NO: 200);
$(KLAKKLA)_2$ (SEQ ID NO: 201);
$(KAAKKAA)_2$ (SEQ ID NO: 202); and
$(KLGKKLG)_3$ (SEQ ID NO: 203).

5. The chimeric peptide of claim 1, wherein said antimicrobial peptide comprises the sequence $_D(KLAKLAK)_2$.

6. The chimeric peptide of claim 5, comprising the sequence SMSIARL-GG-$_D(KLAKLAK)_2$.

7. The chimeric peptide of claim 6, consisting of the sequence SMSIARL-GG-$_D$(KLAKLAK)$_2$.

8. A method of directing an antimicrobial peptide *in vivo* to a prostate cancer, comprising administering the chimeric peptide of claim 1.

9. The method of claim 8, wherein said prostate-homing peptide comprises the sequence SMSIARL (SEQ ID NO: 207), or a functionally equivalent sequence.

10. The method of claim 8, wherein said antimicrobial peptide comprises the sequence $_D$(KLAKLAK)$_2$.

11. The method of claim 10, wherein said chimeric peptide comprises the sequence SMSIARL-GG-$_D$(KLAKLAK)$_2$.

12. The method of claim 11, wherein said chimeric peptide is SMSIARL-GG-$_D$(KLAKLAK)$_2$.

13. A method of inducing selective toxicity *in vivo* in a prostate cancer, comprising administering the chimeric peptide of claim 1 to a subject having prostate cancer.

14. The method of claim 13, wherein said prostate-homing peptide comprises the sequence SMSIARL (SEQ ID NO: 207), or a functionally equivalent sequence.

15. The method of claim 13, wherein said antimicrobial peptide comprises the sequence $_D$(KLAKLAK)$_2$.

16. The method of claim 15, wherein said chimeric peptide comprises the sequence SMSIARL-GG-$_{D}$(KLAKLAK)$_{2}$.

17. The method of claim 16, wherein said chimeric peptide is SMSIARL-GG-$_{D}$(KLAKLAK)$_{2}$.

18. A method of treating a patient having a prostate cancer, comprising administering the chimeric peptide of claim 1 to said patient, whereby said chimeric peptide is selectively toxic to said tumor.

19. The method of claim 18, wherein said prostate-homing peptide comprises the sequence SMSIARL (SEQ ID NO: 207), or a functionally equivalent sequence.

20. The method of claim 18, wherein said antimicrobial peptide comprises the sequence $_{D}$(KLAKLAK)$_{2}$.

21. The method of claim 20, wherein said chimeric peptide comprises the sequence SMSIARL-GG-$_{D}$(KLAKLAK)$_{2}$.

22. The method of claim 21, wherein said chimeric peptide is SMSIARL-GG-$_{D}$(KLAKLAK)$_{2}$.